LOWER BROADWAY IN EFFORT TO "COME BACK" PUTS ON NEW FRONT TO ATTRACT BUSINESS

Liberal Use of Bright Colored Paint Turning Sombre Looking Section Into Pleasing District... Many Leading Concerns Moving Into Old Mercantile Haven

The old mercantile sone has been put back in the running by a band of painters and gallons and gallons of paint. Middle Broadway and its neighboring streets have stopped losing value since this band of mechanics with their paint cans came on the scene about a dozen months ago. The influence of bright paint is everywhere to be seen. Broadway. Duane, Walker, Lispenard, Canal, Howard. Greene, Mercer and the other streets have taken on a remarkable new appearance. The sombre old mercantile atmosphere is no longer so

able new appearance. The sombre old mercantile atmosphere is no longer so evident. Instead a wideawake twentisth century appearance is creeping in and all over the district.

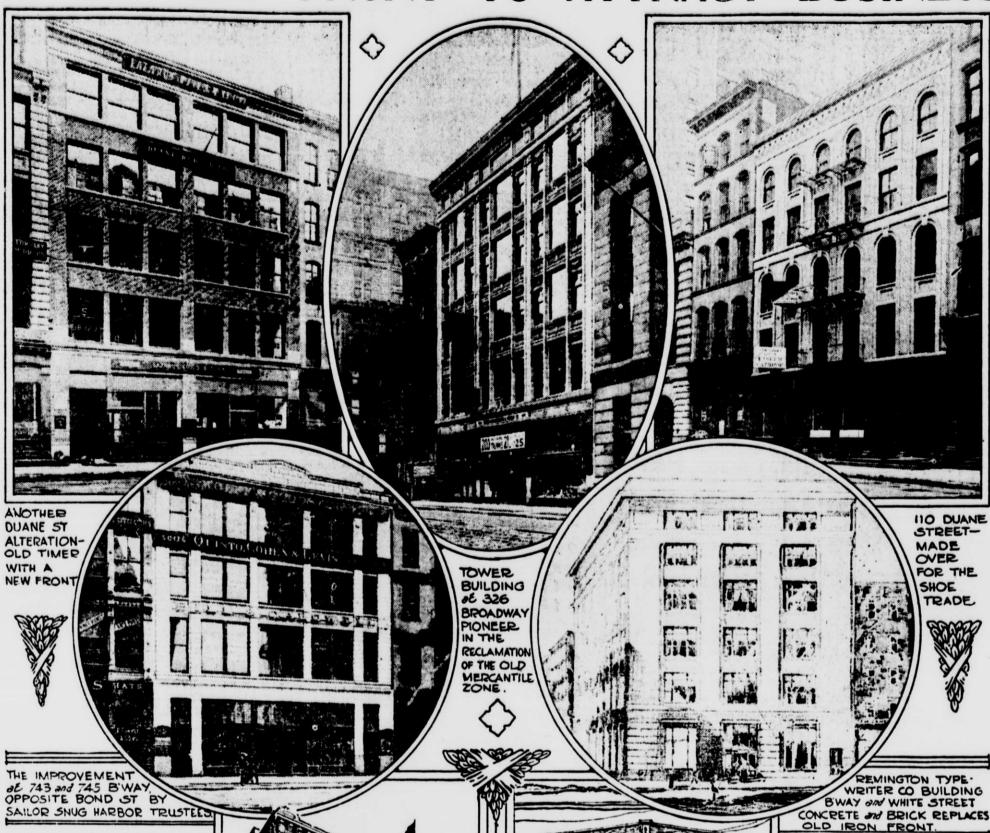
It is probably the most remarkable comeback in the real estate history of New York. Not a similar incident can be recalled in the last quarter century, during which period many sections have slid up and down the thermometer of real estate and business popularity. From a territory which had practically lost its last shred of real estate worth as well as business reputation it has lost its last shred of real estate worth as well as business reputation it has regained in the short period of two years a place on the high road to the pinnacle position which it held in the business field of New York city before the northward trade migration of ten years ago stripped it of much of its business population. The switch back has been so sudden as to amount to complete revolution. A doomed locality, it once again holds a position in commercial New York.

mercial New York,
It is questionable if the public outside of the dyed in the wool real estater has appreciated that up to eighteen months ago lofts in Broadway buildings formerly worth \$150,000 could be had at rentals much less than the state of the state had at rentals much less than those prevailing in Hoboken and many parts of commercial Brooklyn and Queens. Paint has just added from 50 to 300 paint has just added from the work-per cent, to the value of these work-shops. Two years ago a loft which brought \$2,400 in the old days could be rented for \$300. To-day \$900 is being received for these premises, which are the same except for some bright paint and minor structural changes de-tranded by the labor law. Many persons will be pleased to see

adway and its neighboring streets in the old mercantile compounds once again a leading locality in bustling New York. Sentiment leads them to well wish this sentiment leads them to well wish this part of town, because, of the part it has played in the development of the city and its long time as the mercantile centre of the Americas. For decades it was the home of the leaders in every branch of the textile industry of the United States. Through it passed millions and millions of dollars worth of business year in and year out. Its fall at its height a magnificant content of the city and its leader. The old seemed to the content of the content of the city and its leader. The old seemed to the content of the city and its leaders in every branch of the content of the content of the city and its leaders in every branch of the content of the conte

out as the recruiting ground for getting

The Manuscript of the Secretary Agriculture and the Secretary Agri



lions and millions of dollars worth of business year in and year out. Its fall from the loftiest and lowest is an old story. Every real estate man knows it. It is a repetition of what has happened time and again in various parts of New York, but not so noticeably as in the Broadway locality because of its prominence in the business environments.

"I believe the old zone will be populated greatly by this migration," answered, "but I believe also that it were cover in less than a decade and the cover in less than a merchant, head of a content of the bly concerns still in the distribution. of Manhattan.

Refusal to comply with economic demands brought about economic changes. The subway and the building of the Pennsylvania Station made several untown sections attractive for business development. Structures were erected and the old increastile district was picked out as the recruiting ground for getting.

SAVING AND LOAN IDEA ZONES AND HEIGHTS **GROWING FAST HERE**

First Time Manhattan Leads Board of Estimate to Hear To-State in Assets-Has Several \$1,000,000 Associations.

Development of the saving and loan association idea in this city was shown by one report of Archibald W. McEwan, the Matsonalitan League.

New York county showed the greatest tastons.

Staten Island. The growth of New Jersey associa-

tions, and especially those in nearby counties of the commuting zone, is con-sidered remarkable. The associations in that State now have more than \$150,-000,000 assets and more than 300,000

110 DUANE

MADE

OVER

SHOE

REMINGTON TYPE.

WRITER CO BUILDING

FOR THE

TRADE

plan is followed by 31 per cent, of the 742 associations.

In the year ending October 31 last about \$26,000,000 was loaned on bond and mortgage. In the city of Newark alone there are 298 associations. Across the river in Rutherford, with 13,000 population, one association has \$2,000,000 assets and another \$660,000 assets, with other forms of savings institutions at their doors. Hackensack has a \$1,000,000 association, which meets once a assets and another \$660,000 assets, with other forms of savings institutions at their doors. Hackensack has a \$1,300.000 association, which meets once a month for two hours, and sometimes receives \$50,000 at a meeting; it issues nothing except instalment shares, and received \$319,000 in dues. It paid out \$186,000 for matured shares last year.

J. Barth Cronin of the Hamilton Association. Brooklyn, was elected president of the Metropolitan League of Saving and Loan Associations; W. D. Carter was elected vice-president. Archibald W. McEwan secretary, and E. M. Cutier ireasurer.

SALE ON FIFTH AVENUE.

Property at 236 and 238 sold by Californian.

Among some of the concerns which have taken premises in the middle Broadway section besides those already mentioned are Lazarus Fried & Sons and 120 Duane Rubber Company in 118 and 120 Duane atreet, a Brocklon shoe concern in 116 Duane and the United States Rubber Company, which has taken six buildings in Duane street. The James G. Shaw Blank Book Company took the building at 72, 74 and 76 Walker street, the former home of Calhoun, Robbins & Co., for a period of years at a rental of \$100,000; the Autosales Gum and Chocolate Company took space at the corner of Spring and Mercer streets; the Lamport Manufacturing Company took the six story building at 507 and 509 Broadway for the next ten years at a rental of \$26,000 a year. The building has been painted white and its appearance in its new coat is noticeable. The five story building at 450 and 500. The story building at 500 feet on the south line. Smith, Gray & Co., leased the store, basement and distance able. The five story building at 450 and 600 its noticeable. The five story building at 450 and 600 its noticeable. The five story building at 450 and 600 its noticeable. The five story building at 450 and 600 areas for the next ten years at a rental of \$26,000 a year.

TO BE DISCUSSED

morrow Arguments Pro and Con.

by one report of Archibald W. McEwan, secretary of the Metropolitan League, at its annual meeting recently. It was shown that several associations have assets reaching to \$1,000,000 or more.

On January 1 the Bank Clerks and the Serial Association had reached the \$1,000,000 mark, the Frankin Society and the railroad associations had assets of close to \$2,000,000, and the Atlantic and South Brooklyn organizations had each assets of \$1,250,000. Every active association in the localities, some calling for less restricts. 600. Every active association in the localities, some calling for less restricted metropolitan district showed steady growth during the fiscal year.

metropoint also year.

New York county showed the greatest gain in assets last year. Richmond made, however, the greatest gain, proportionately, in the State, \$357,000. Total assets in Richmond county were \$4.756,000, exceeded only by New York, Kings and Eric.

Associations in Richmond in 1914, the latest figures available, paid out \$301.268 for matured shares. The largest single mortgage in any Staten Island association is \$6,000, and no loan has been made outside of Richmond county. The growth of these associations in New York county exceeded those of Kings; the figures are. New York, \$9.972,661. Kings, \$9,128,664. There were two associations organized in the district last year.—California Perfume Company Employees Association, New Dorp, Staten Island.

The districting commission in its final report adopted the recommendations of the Countril avenue committee and the central Fifth avenue committee for an extension of the zone from which factory lotts would be excluded south as far as Twenty-third street, and between Lexington avenue on the east and Sixth avenue on the west. The proposed restricted zone will also extend over as far as Eighth avenue between Thirty-first and Thirty-fourth street, so as to connect the Pennsylvania Station with the central hotel and slicipping centre.

Various changes are made in the tentative use, map for the Greenwich Village section, is changed from the business to the unrestricted classification, as is also Fourteenth street between Seventh and Ninth avenues. Substantially all of the changes in the tentative map recommended by the upper Manhattan, Dyckman, Washington Heights, West End and West Side taxpayers associations have been included in the final re-port commends by the upper Manhattan, Dyckman, Washington Heights, West End and West Side taxpayers associations have been included in the final re-port.

report shows a change from a one and one-half times the street width rule to a one and one-quarter times rule in upper Manhattan above 181st street and to occools assets and more than 300,000 per Mannattan above 1sist street and in members, a conservative estimate made by building and loan mem. The serial plan is followed by 91 per cent, of the 742 associations.

The Bronx. A one and one-quarter rule will permit a six story elevator apartment on the ordinary sixty foot street and will permit a ten story apartment. In Bay Ridge, Flatbush and Flushing the tentative report of the commission brought a very insistent demand for an

also been considerably modified, practi-cally all of the residential areas being placed either in the one and one-quar-ter or the one times districts.

FINE BROOKLYN HOME SOLD.

Pratt Mansion Bought by Operator -Paulson Place Traded. The Herbert F. Pratt mansion at Clin-

on and Willoughby avenues has been sold to the Ridgewood Realty Company. which gave in part payment 200 lots in Fresh Pond road. The deal involves 500,000 On November 30, last year.

CITY MAY OWN AND SUPPLY WATER METERS

Confusion Regarding New Law Removed by Water Com-

the properties of the state of the control of the Board of Aldermen in the consent of the Board of Aldermen in fixing meter rates, to especially the consent of the Board of Aldermen in fixing meter rates, to especially the consent of the Board of Aldermen in the Commissioner could be successed as the consent of the Board of Aldermen in fixing meter rates, to especially the consent of the Board of Aldermen in fixing meter rates, to especially the consent of the Board of Aldermen in fixing meter rates, to especially seed to the consumption of the Legislature in base of the placed upon the representation of the Legislature in the Commissioner could be successed as the consent of the Board of Aldermen in the Cassification by the Legislature in the Commissioner could cause meters.

Here was the department of the Murray Hill separation to have been as the every instance, the count and the work more cheaply than it is so have been paid in every instance, the constant of the work more cheaply than the classification of the Work more cheaply than the desired of the work more cheaply than the classification of the Work more cheaply than the commission of the Work more cheaply than the commission of the Work more cheaply than the commission of the Work

So much confusion exists concerning the terms and the workings of the new law by which the city is authorized to install at its discretion water meters in all residential properties, that Delos F.

Expense.

More than 100,000 meters have been installed on the city service, most of them on business premises, at the expense of the property owners. Under the new law the department may, with law by which the city is authorized to install at its discretion water meters in all residential properties, that Delos F.

Expense.

More than 100,000 meters have been installed on the city service, most of them on business premises, at the expense of the property owners. Under the new law the department may, with the approval of the Board of Aldermen, acquire these meters on behalf of the city.

Expense.

More than 100,000 meters have been may establish annual service charges, by which are meant general charges proportioned to the size of the meters, report of the size of the meters, report of the change of policy to city ownership of meters, the Commissioner may establish annual service charges, by which are meant general charges proportioned to the size of the meters, report of the size of the meters, the Commissioner may establish annual service charges, by which are meant general charges proportioned to the size of the meters, the Commissioner may establish annual service charges, by which are meant general charges proportioned to the size of the meters, the Commissioner may establish annual service charges, by which are meant general charges proportioned to the size of the meters, the Commissioner may establish annual service charges, by which are meant general charges proportioned to the size of the meters, report of the size of the meters, the Commissioner may establish annual service charges, by which are meant general charges proportioned to the size of the meters, report of the size of the meters, report of the size of the meters, report of the charge proportioned to the size of the meters, report of the charge prop

Contention made last year that wide enough for four traffic units. Fourth avenue will be raised for its chire width from Thirty-second street north to Thirty-third street so as to permit the latter street to be used for

of residential premises for the purpose of the installation of meters. Under the old law the cost of the meter, its maintenance and eventual replacement had to be charged against the owner of the premises. Under the new law the cost of the meters and their installation and maintenance will continue to the a charge against the property owners unless the the adoption of the plan of city owner which restants to the adoption of the plan of city owner will maintenance of meters at public expense. More than 100,000 meters have been installed on the city service, most of the meters have been installed on the city service, most of the meters have been installed on the city service, most of the meters have been installed on the city service, most of the meters have been installed on the city service, most of the meters have been installed on the city service, most of the meters that example of the meters have been installed on the city service, most of the meters that example on the metallation and maintenance of meters have been installed on the city service, most of the meters that example on the metallation and maintenance of the response of the change of policy to city owners unless the theorem and the installation and maintenance of meters at public expense. More than 100,000 meters have been installed on the city service, most of the meters, representing the average annual cost to the armory wild enough for four trailing units and the range left on the west side of the received in the metallation of the proposition of the received in the metallation of the proposition of the received in the case of the meters, representing the average of the meters, representing the average of the meters.

